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Smudge Smoke

The new \$1 bills will be out July 16, and signs indicate they will be as popular among all classes as the old ones.

It is about time our 10 and 20 year ago departments recalled the occasion when T. Hill Lanza yelled 'Bravo' at the finish of an aria.

Social lions and social lionesses have launched the summer social activity, but are gaining momentum slowly.

H. Flewer the baker loafed Fri. The report that the sun is cooling off is apt to be contradicted by that body very shortly, Prof. Reimer intimates.

The Hill Coleman sore thumb is still sticking out like one, but is not sore, any more.

Hayling is raging, as they say of housecleaning, the length and breadth of the valley.

Charlie Strang is back from Los A. where his tonnage was increased six pounds.

Barley on the Applegate was punished by a fresh breeze Friday night, Applegaters report.

Next season's left guard on the football team, was deprived of his tonsils one day last week.

Wednesday was revelry day at the Rose show. None went from here to revel, as it was raining at home.

Orchardists have started running around with infant pears, like a miner with a new mine, exhibiting pebbles.

The price of gasoline is stable now.

Atty G. Newbury sprang the word genuflex on the county court Wednesday without any visible results.

Herb Strang is building a boat to rock on Diamond Lake.

An old-fashioned shivaree is in the cards for this month, if the groom can be caught.

A number of the rats left off their socks, when Old Sol beamed merrily the past week.

A known unknown autoist, damaged our front fender Tues.

FINAL MEET PEAR RIVE

(Continued from Page One.)

only in food articles that appeal strongly to the palate and which they know or think will benefit their physical condition.

The sale of pears wholesale will always be regulated by the law of supply and demand in relation to the prices and quantities of competitive fruits. Apples, peaches, oranges and bananas are always in demand and from time to time the prices paid for these fruits reflect the quantities being offered. The same thing is true of our pears.

In a year when production is high, the general wholesale price level is low; when production is limited prices go up.

If we seek to increase the demand for fall and winter pears it must be done along intelligent lines and your committee believes that the consumption of pears can be greatly stimulated providing we place our pears on the market free from cuts and bruises and ready to eat.

It was my good fortune last December to see a man step up to a small fruit stand in New York City and pick out what appeared to be a large, juicy Bosc pear. He paid the retailer a cent and before he had taken 10 steps off the stand, taking a large bite out of the pear. That the pear was ready to eat goes without saying as the juice literally dripped to the sidewalk and the man further corroborated the full value of the pear by wiping off his chin. No better evidence could be offered, and it is such pears we must tender the public if we are to sell them in huge quantities and make them popular.

It was also my good fortune or misfortune last year to see hundreds of boxes of pears offered to the public hard green. These offerings were noted in every large distributing center and reflect very clearly the average intelligence of the retailers and wholesalers at these points. It was not an uncommon sight to see hard green Anjous on display at a time when the retailer should have been offering the Bosc variety. Naturally our observations were limited in scope and character, but I venture to say year after year certain varieties of our pears are being placed on the market at the wrong time, absolutely unfit for consumption.

The remedy is in our own hands. The education of the retailer, wholesaler and distributor must begin here and the first step in the program, naturally, is to place in the hands of the trade pears that

THE THREE OAKS ORCHARD SALE

THE sale of the Three Oaks orchard is not only an interesting and important real estate transaction, but it calls attention to the fact that, after twenty years, orchard properties are "coming back."

There have been more important orchard sales since the first of the year than at any time since the boom days of 1910. There is one striking difference, however. Whereas, twenty years ago most of the purchases were made by Easterners who had had no practical experience as farmers or orchardists; the purchases today are being made by men who, for many years, have been actively engaged in the fruit-raising business in the Far West.

In other words, men who know what the fruit business is, and are still engaged in it, are increasing their holdings; what might be termed non-participating orchardists are getting out.

THIS is a healthy sign. It shows that those who know most about the fruit business in Southern Oregon have the greatest confidence in it. It also shows that the purely speculative era of the local orchard business has passed, and the era of substantial growth and profitable production has arrived.

There is still a great deal to be accomplished of course. But no one knows better than those who went through the boom days of 1910 that the general status of fruit growing today is in a healthier and more promising condition than ever before in the valley's history.

NOT A HERO, JUST A FOOL KID

AVIATOR JEAN ASSOLANT, in the exuberance of safety and success, proclaims Arthur Schrieber, the stowaway on the Yellow Bird, a typical American boy.

We hope not. It took nerve to do what Arthur did, but it also took selfish thoughtlessness, of a peculiarly dangerous brand.

Snaking on that plane, tuned up and equipped for the weight of only three men, might very well have resulted in the destruction of the plane and death of everyone on board.

The typical American boy has nerve. He is willing at any time to take chances. But he is seldom the thoughtless egotist who, when the limelight beckons, can't resist jumping in, even though such action may bring disaster, not only to himself, but to innocent parties.

WE like to think the typical American boy has as much nerve as Arthur, but a little better head. That stow-away stunt was really very stupid. A moment's reflection on any clear headed lad would have shown that stowing away on a ship or a dirigible is one thing; stowing away on a trans Atlantic airplane "built for three" is decidedly another.

We are glad Arthur came out of it so fortunately, and don't begrudge him his good time. But we hope that EVENTUALLY he will realize his present fame was a tribute to his bull-headed luck rather than to any particular courage, good judgment or other desirable quality of character.

are actually ready to eat.

How Is This to Be Done? A

We must make an exhaustive study of storage conditions in the large eastern centers.

Data must be secured regarding conditions in which the fruit must be kept.

Experiments must be made to find out what temperatures should be used to ripen fruit that is to be offered to the public so that the pears may reach the consumer at maximum quality and flavor.

The storage conditions and proper ripening to be placed in the hands of Professor Hartman, who has already done constructive work in this valley and knows the quality of the Medford pear.

This program would cover all of our fall and winter pears, including the Bosc, Anjou, Comice, Nellis and other winter varieties.

The Bosc pears placed in Detroit or other cities selected by the committee would receive special attention, the details of which will have to be worked out by your committee. Many of these details have already been presented at earlier meetings and published in the local newspapers.

Necessity of Cooperation.

In the past two years a great amount of educational work has been done by this committee through meetings and the use of our local papers. As a result of that work we are here today to tabulate the efforts of the solicitors who have been busy for the past 10 days securing signatures to the Bosc distribution plan, also to the fund for advertising our winter varieties.

Before placing their results before you I wish to stress the importance of every pear grower in the Medford district subscribing to these contracts. Medford pears are in great demand. The trade wants Medford pears. Generally speaking, they command higher prices than pears from other districts. Medford should be first in everything that relates to pears of this variety. It is quite likely this small advertising effort of ours may be far-reaching in its results. Our pears are good. Get together so we can tell the public what a wonderful article we have so that in the years to come when our production may have tumbled, we will find our pears well and favorably known throughout the length and breadth of the land.

Remember, you spend a whole year in the development and growth of your pear. You watch over it during the cold spring months when its life may be cut off very suddenly. You spray it religiously from time to time so that the worms may not turn it into a cull. You do everything possible within human effort to produce the finest pear grown anywhere in the world, and at the last minute you uncrown all your efforts by putting it into the hands of people who do not know how to handle it properly.

Your committee cannot say what success their efforts will meet with, but you can rest assured no stone will remain unturned in our effort to place the Medford pear in the hands of the distributor ready to eat.

Fifty million persons live in the Volga basin.

FLAG EXERCISES OF ELKS TODAY

The general public is invited to attend the annual Flag day exercises of the Medford Elks lodge, which will be held this afternoon, beginning at 2:30 o'clock in the city park, or in case of inclement weather they will be held in the Elks temple at the same hour. The program is as follows:

Music—"Star Spangled Banner" Elks' Band

Introductory exercises—Exalted Ruler and officers History of the Flag—Don Newbury Altar service—Eulogy and officers Patriotic address—Hon. Benjamin J. Kimber, Grants Pass.

Music—Elks' Band F. Wilson Waite, director. Song—"America" Audience to join.

21 LOTS SOLD IN CITY LOT SALES

The sale of city city-owned lots the first week of this month by the members of the Medford Realty board, despite the very inclement weather of that week, was quite a success, as 21 of the 150 city lots on sale in various sections of the city were sold during that time.

The remaining lots will be placed on sale the first week of July during another intensive week's drive. Clear titles to these lots is given by the city council, for which the realty dealers are making the sales. However, one need not wait for this special week's drive if he wants to purchase one of these city lots, as he can learn by calling on any of the realty dealers who in cooperation with the city administration are selling them.

Daily Meteorological Report

Sunday, June 16 Medford and vicinity: Sunday, clearing and not much change in temperature. Oregon: Sunday, clearing. Not much change in temperature.

Table with 2 columns: Local Data and Today. Rows include Temperature (degrees), Highest (last 12 hours), Lowest (last 12 hours), Rel. humidity, Precipitation, and State of weather.

Total precipitation since September 1, 1928, 13.59 inches. Sunrise today, 4:35 a. m. Sunset today, 7:48 p. m. Sunrise Monday, 4:35 a. m.

L. W. DICK, Meteorologist.

RECEPTION GIVEN AERIAL CARAVAN RECEIVES PRAISE

"We'll carry away a memory of the wonderful reception accorded us here, long after we have returned to our respective homes," said W. P. Merry, past president of the advertising club of Portland and general chairman of the "On to Oakland" committee, who, with seven other passengers, arrived in the first plane of the caravan, which stopped over here Saturday noon for luncheon, sponsored by the local chamber of commerce. There were 12 in the entire airplane caravan.

Considerable regret was expressed by the delegation over the inability of James Stevens, local singer, to join the caravan. Plans had been made by the committee to include "Jim," who is a member of the Portland club, in the party, as the official entertainer during the convention. There were 12 in the entire airplane caravan.

Miss Anna Keil, dark eyed, petite, executive secretary of the Ad club of Portland, was enthusiastic over the welcome extended the caravan by Medford people. She said that they had planned on landing at Medford's new airport, but that the pilot did not care to take the risk until it was more nearly completed.

"There are only five clubs in the state of Oregon that are branches of the Pacific Advertising Clubs association," she said. "We are reluctant about extending them into cities that will not maintain the progressive spirit of the association in their local activities." Miss Keil added that Medford was not only the type of city that could support such a club, but that this city had proved itself an inspiration to the rest of the state, with the manner in which the local airport had been put over.

Considerable concern and not too much publicity was given to the fact that one member of the caravan had gotten "sea sick" and had no desire to leave the plane for public inspection. A number of his "fraternity" stood guard at the door of the cabin, administered what discreet aid they could, and loyally diverted the attention of local onlookers.

NEW YORK BANK HEADS DUE HERE TODAY BY PLANE

A tri-motored plane of the Standard Oil company, that left Sacramento, Calif., for this city Saturday, with Victor Palmer, treasurer of the Standard Oil of California, and party of New York bankers, en route to the Oregon State Bankers association meet this week at La Grande, encountered foul weather near Red Bluffs, Cal., and were forced to return to Sacramento.

W. A. Babcock, vice president of the Guaranty Trust company of New York City, arrived here by train yesterday, expecting to continue aboard the plane, but left in Stasia Limited last night for Portland, after frantically telephoning all afternoon to learn the whereabouts of his friends.

The Standard Oil plane is expected to arrive here tomorrow morning and the visitage will be entertained by local bankers. The present plan calls for the plane to hop off for Portland early tomorrow afternoon.

Oregonian Wins Hike.

SEATTLE, Wash., June 15.—Charles Anderson of Sherwood, Ore., won first prize of \$250 in the third annual 52-mile Lake Washington hike here today by footing the distance in eight hours and 50 minutes. Bertha Woodard, Seattle laundry worker, won the \$250 first prize among the women contestants by stepping it off in 10 hours and 32 minutes.

The EDENETTE Electric Washer



I have received another shipment of this wonderful washer. The Ednette solves four-fifths of all laundry problems and the price, \$35.00, time payments, puts it in the reach of every family. Let me demonstrate it for you without obligation.

E. E. LITTLEFIELD, Agent Route 1, Medford Territory open for one experienced canvasser.

LIGHT VOTE DUE SCHOOL ELECTION

Only a small vote is expected in tomorrow's election at the junior high school, where ballots will be cast on the election of two school board members for a three-year term. The candidates are unopposed and are C. A. Swigart and Dr. R. E. Greene, who are up for re-election.

The polls will be open at 2 o'clock tomorrow afternoon, and will close at 7 o'clock. A regular election board will be in charge.

Advertisement for Dolly Madison Gorham Sterling jewelry. Includes text: 'Introducing a Charming Newcomer', 'Dolly Madison—latest of Gorham Sterling Silver patterns—of charmingly expressive grace and quiet dignity—in modern mood with just a subtle touch of its Colonial ancestry.', 'GORHAM STERLING', 'See Our Windows for a display of GORHAM SILVER and incidentally for the correct table setting.', 'LAWRENCE'S Medford's Long and Well Established Jewelry Store'.

PHONE 474 CITY CLEANING & DYEING CO

Women's Hose \$1.00 Pair Silk from top to toe with pointed heel.



Is Your Bank Account Soaring or Drifting?

It is so easy to let it sail heedlessly along with the winds... until you suddenly need money and go into a tailspin. Watch... prepare! It is not hard to save a certain definite amount each week... and it certainly pays in the end. Start this week.



Mail Tribune ads are read by 20,000 people every day.

Advertisement for Larry Schade Watch and Jewelry Repairing. Text: 'NEXT TO CRATER MOUNTAIN Larry Schade YOUR FAVORITE JEWELER SINCE 1918 Watch and Jewelry Repairing'.

Advertisement for Dr. I. H. Gove THE BEST DENTISTRY DONE PAINLESSLY. Text: 'Safeguard Your Health! Improved standards of cleanliness and equipment all combine to make it possible for the Dentist to Safeguard Your Health. Give your dentist opportunity to render you the valuable service for which he has trained and studied. Go to him for regular examination. Encourage your family, your employees, to this custom, too. Oral health safeguards body health; help to prevent dread ailments such as rheumatism, neuritis, and stomach, heart and kidney troubles. Cultivate regular dental habits. This office is equipped to take care of all your dental operations at the least expense to you.' Address: 235 East Main, Upstairs Phone 872-J.

Advertisement for Crescent Dairies. Text: 'ALL OF NATURE'S Milk and Cream. The most perfect food from our perfect dairies. We cater especially to homes where the milk and cream are for the children... where sanitation and nourishment are the first requisites. Our dairy is spotless — our milk comes from tested cows and is pasteurized. JUST PHONE 550 and we will arrange for delivery to you at once. LAWRENCE'S Medford's Long and Well Established Jewelry Store. Let the Gray Trucks Bring Health Milk to Your Home'.